



DEALER PROGRAMS  
DMS Type: Adam



## PRE-OWNED VEHICLE TRIALS

- › All vehicles factory-equipped with satellite radio are eligible, regardless of manufacturer.
- › Download the Dealer App to pre-activate radios and demonstrate over 150 channels, including commercial-free music, plus sports, news, talk and entertainment, during test drives.
- › Customer's 3-Month All Access Trial Subscription will automatically activate after a sold record is received.
- › No cost to your dealership - no credit card required.

## SERVICE LANE TRIALS

- › Surprise and delight your eligible customers after their service visit with a 3-Month Trial Subscription of SiriusXM All Access with over 150+ channels in your car, plus even more on the app and online — over a \$80 value!
- › Your eligible service customers with non-equipped vehicles can enjoy a 3-Month Trial Subscription of SiriusXM Premier Streaming with over 300+ channels on the app, online and at home — over a \$39 value!
- › Available on all qualifying vehicles equipped with satellite radio, regardless of manufacturer
- › SiriusXM will notify your eligible customers of their trial, courtesy of your dealership and SiriusXM
- › No Dealer effort required to promote the program or activate trials.
- › No cost to your dealership — no credit card required.

## ENROLLMENT PROCEDURE

- › Begin enrollment online at:  
[www.siriusxmdealerprograms.com](http://www.siriusxmdealerprograms.com)
- › Make sure both the Authorization contact and DMS administrator are aware of the necessary steps to finalize activation in the program. They can expect communication from CDK Data Services Inc., or call **855-587-6062** to complete the process.

## ADAM VERIFICATION PROCESS

**Important Note:** Program activation cannot be finished until the steps below are completed:

- › **Complete the online enrollment** and select “Adam” from the DMS drop down menu.
- › **Contact CDK support at 855-587-6062** to receive FTP account credentials that will be used to submit data to CDK, identify the Adam workstation on which the Adam extract software will be installed, and provide to CDK credentials for a local administrator account with full privileges.
- › **CDK will work with Adam and the Dealer** to schedule the extract software installation.
- › Depending on the Dealer's contractual arrangement with Adam, either **CDK or Adam technicians will install the Adam data-extract software** on the Dealer's selected workstation.

## DATA MANAGEMENT

- › CDK Data Services, Inc. has been chosen to conduct the data management for this program. CDK is considered to be the gold standard in Dealer data management, safety and security of data, and ease of use.
- › CDK collects, standardizes, cleanses, enhances, and serves data for OEMs, Dealers, parts suppliers, and web marketing portals.
- › CDK processes data for nearly all of the dealerships in the U.S. and Canada. That's 23,000 dealerships and over 60,000 data connections every day.

## ONGOING DEALER SUPPORT

In addition to support offered by CDK Data Services, SiriusXM has created a dedicated team for ongoing support:

### Dealership Activation Questions

Contact CDK Data Services, Inc.  
Email: [siriusxm.support@cdk.com](mailto:siriusxm.support@cdk.com)  
Phone: **855-587-6062**

### Program Related Questions

Contact SiriusXM Dealer Programs  
Email: [SXMDealerPrograms@siriusxm.com](mailto:SXMDealerPrograms@siriusxm.com)  
Phone: **844-832-8643**

**MUSIC** AD-FREE

**TALK** THE BIGGEST AND BRIGHTEST PERSONALITIES

**COMEDY** LAUGH OUT LOUD

**NEWS** WORLD-CLASS NEWS, WHEN YOU NEED IT

**SPORTS** LIVE GAMES FROM EVERY MAJOR SPORT

### Program Details:

**SiriusXM Pre-Owned Program:** All eligible vehicles equipped with factory-installed satellite radio will receive a 3-Month trial subscription of the SiriusXM All Access programming package (a \$21.99/mo value) PLUS complimentary activation (an additional \$15 savings).

**SiriusXM Service Lane Program:** Eligible customers with factory-installed satellite radio will receive a 3-Month trial subscription of the SiriusXM All Access programming package (a \$21.99/mo value) PLUS complimentary activation (an additional \$15 savings). A 3-Month Trial subscription of the SiriusXM Premier streaming package (\$13/mo value) will be offered to eligible customers with non-equipped vehicles (email required to receive offer). Ineligible customers include those with active or recently active SiriusXM subscriptions or trial subscriptions. Trial subscription terms of service subject to change. Your dealership must be enrolled in the SiriusXM Pre-Owned Program to participate in the Service Lane Program, see complete terms and conditions: <https://siriusxmdealerprograms.com/termsAndConditions.aspx>

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